

## **DOWNTOWN KALAMAZOO INCORPORATED**

### **POSITION DESCRIPTION**

**TITLE:       MARKETING AND ENGAGEMENT MANAGER**

**SUPERVISOR:**     President

#### **POSITION SUMMARY:**

Identifies, develops and maintains relationships with downtown constituents. Develops and maintains relationships with other community organizations. Identifies issues and recommends action/resolution to the President. Serves as constituent advocate within DKI organizations. As determined by the President, serves as spokesperson on various downtown events. Co-manages with Downtown Planning and Development Coordinator, information resources related to place making, marketing, business development and recruitment. Responsibilities of data management include data gathering, storage, retrieval and presentation. Performs related work as required.

#### **PRINCIPLE DUTIES AND RESPONSIBILITIES**

- Act as liaison to business, community, civic, downtown residents, public groups, agencies and bodies.
- Advise President on public relation issues affecting downtown and constituent groups.
- Assist in strategic planning, program development, fundraising, grant writing and related budget considerations.
- Gather information and prepare written and verbal reports to DKI, DDA and DTI Boards and committees on downtown related issues.
- Serves as Staff Support to DKI's Brand and Engagement Committee and the Business Recruitment and Retention Committee.
- Manages DKI marketing and event consultants and contracts.
- Prepares and coordinates marketing and image campaigns in support of DKI's Brand and Engagement Committee.
- Develop and maintain information network among downtown constituents.
- Manage DKI information and brand promotions on DKI website, social media and print material.

#### **ESSENTIAL KNOWLEDGE AND SKILLS:**

Demonstrated leadership ability and effective written and communication skills in a variety of settings. Ability to draft and assist in the implementation of retail market strategies. Proficient organizational and priority-setting skills required. Demonstrated ability to work effectively with multiple boards, committees and constituencies. High degree of computer, internet and website management skills. General knowledge of the downtown community and its interactions preferred.

## **EDUCATION AND EXPERIENCE**

Bachelor's degree in public relations, community relations, business administration, public administration, planning or related discipline. Three plus years of marketing, public relations or community relations experience desired.

## **ADDITIONAL REQUIREMENTS**

Must possess a valid Michigan Driver's License

## **SALARY RANGE**

\$50,000 to \$55,000

**Please Submit Cover Letter and Resume by **Wednesday, November 18, 2015** to:**

Mr. Steve Deisler, President  
Downtown Kalamazoo Inc.  
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Kalamazoo, MI 49007  
(269) 344-0795  
[sdeisler@dkl.org](mailto:sdeisler@dkl.org)

**Downtown Kalamazoo Inc. website: [www.downtownkalamazoo.org](http://www.downtownkalamazoo.org)**